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March 22, 1944

FARM PRODUCTION GOALS CAMPAIGN

Subject	Assigned	Status
Prepared circular letter for flaxseed production.	Arneson, AAA	Out
Prepared circular letter for sugar beet production.	Arneson, AAA	Out

PRESS

Swine breeding research speeds pork production.	Burch, ARA	Cleared
Band-placed fertilizers save farm weeding labor.	BPISAE	In clearance

RADIO

Farm Flashes:

Farm Weed Life-Preserver	Corwin, SCS	In clearance
Cotton Situation	Briggs, OD	In preparation
Better Health for Farmers	Fox, FSA	"
Small Aids to Victory	Fox, FSA	"
Co-op Canning Factory	Fox, FSA	"
Farmer's Edge of Town Market	Fox, FSA	"
Sumac for Tannin	Corwin, BCS	"

PA and INS:

Two Children Run Farm	Fox, FSA	In preparation
Invests Sheep Dipping VAT	Fox, FSA	"
Texas Timber Salvage	Bergoffen, FS	"

Network Broadcasts:

March 29, Blue, Farm & Home	Zahniser, BPI	In preparation
"It Makes a Difference Where You Place the Fertilizer"		
Glenn A. Cumings, BPI		
April 5, Farm and Home, Seed Protection	Burns, OD	In preparation

VICTORY GARDENS CAMPAIGN

PRESS

Chemical-Dust Treatments for Vegetable Seeds.	Zahniser	Released Mar. 16
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Subject	Assigned	Status
<u>RADIO</u>		
<u>Homemakers' Chats</u>		
Q&A: Garden	Overby	In clearance
Victory Garden Program - "Permanent Crops for the Home-Garden"	Hemphill Moore DuMars	In preparation
Gardens under Cover (Federal Food Reporter)	Campbell, OD	Completed
<u>FOOD TRADE LETTER</u>		
Item in March 18 issue on food trade's participation in Victory Garden phase of FFFF campaign	Snell, OD	Out
<u>CONSUMERS GUIDE</u>		
Editorial in April issue "How Does Your Garden Grow?"	Carpenter, OD	Completed
<u>FARM LABOR CAMPAIGN</u>		
<u>PUBLICATIONS, LEAFLETS, ETC.</u>		
VFV recruiting leaflet, revision	Hancock, ES	Page proof rec'd.
VFV membership card	Hancock, ES	Proof received
Local recruitment kit of materials	Hancock, ES	Being processed
<u>FEATURES</u>		
1000 word article on U. S. Crop Corps to Consumer Reports	Bigelow, ES	In preparation
<u>FILM STRIPS</u>		
VFV recruitment film strip	Pace, ES	In preparation
WLA recruitment film strip	Pace, ES	In preparation
<u>RADIO</u>		
Farm and Home Hour - March 28 "Farm Deferments and War Units", Lt. Col. Coatsworth, Selective Service	Jones, OI	In preparation
Country Journal - April 1 Interview of I. H. Schmitt and two VFV members.	Worcester, CBS	In preparation

Subject	Assigned	Status
RATIONING AND PRICE CONTROL CAMPAIGN		
<u>PUBLICATIONS</u>		
<u>War Letter for Agriculture</u> OPA changes "A" and "B" rations: (Pacific Coast) Rotenone ceiling increased in west OPA sets new container ceilings	DuMars, OI	Completed
<u>Letter to Farm Editors--Agriculture in Wartime</u> Weekly round-up Pulpwood Ceiling Prices Increased Wood-Preserving Industry Advisory Committee Appointed Linseed Replacement Oil Containers Rotenone Dust Prices Increased Ceiling Prices on Cooperage Materials	Wing, OI	Completed
<u>Fact Sheet #61 -- Sugar for Home Canning</u>	OPA	In preparation
<u>Facts You Should Know -- Sugar</u>	OPA	In preparation
<u>Consumers' Guide Magazine -- Newsletter</u> Salvaged Fats Pay Off In More Points Off the Ration List No Limits on Rents Consumer Calendar Processed Foods Meats and Fats Sugar Shoes Fuel Oil Stoves Gasoline	Fairfield, OD	In clearance
<u>Food Trade Letter -- March 18</u> Poultry Industry Advisory Committee Meets in Chicago, March 20-23 Onion Industry Advisory Committee (growers and shippers) Met Mar. 10 with WFA-OPA Representatives	OD	Completed
<u>Food and Home Notes</u> Points and Supplies Sugar for Canning	Douglass, OI	Completed
<u>RADIO</u>		
<u>Servel Electric Network Broadcast - March 18</u> Fashions in Rations Sugar for Home Canning Ceiling price Lowered on Enriched Flour	Hemphill, OI	Completed

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Future Ration Points Depend on Gardens

Homemakers' Chats

Questions and Answers

Wharton, OI

Why destroy unused ration stamps?

Cleared

How use shopping price lists?

Cleared

How get extra shoes for children?

Cleared

Why higher ceiling prices?

In clearance

Letter to Farm Program Directors

Kadderly, OI

Completed

Canning Sugar at Same Rate as Last Year

Successful

IN 300

POST-WAR AGRICULTURE

RADIO

Farm and Home Hour (Blue)

Post-War Agriculture Series:

No. 16 - Mar. 23, "Farming Opportunities for War Veterans," F. Hancock

FSA

Fox, FSA

Cleared

No. 17 - Mar. 30, "Better Farm Family

Living," M. L. Wilson, ES

Meyer, ES

In clearance

FOOD INFORMATION SERIES

Fact Sheets

Post-War Opportunities to Farm

Larson, BAE

In clearance

Questions Veterans Ask About Post-War Farming

Thompson, BAE

In preparation

HOME FOOD PRESERVATION CAMPAIGN

PUBLICATIONS

Home canning of fruits and vegetables (Revised 1944 canning bulletin to be issued in AWI series)

Completed and sub-
mitted for print-
ing (copies avail-
able about May 1)

Make Food Fight for Freedom by preserving food at home or at a community canning center (Campaign handbook not for general distribution)

Off the press

RADIO

Farm and Home Hour - Blue

Sugar for Home Canning

Van Deman, BHNHE

March 20

Community Canning (McCann Pure Food Hour)

Burns, OD

Completed

Subject	Assigned	Status
<u>PRESS</u>		
Information to home economics writer for 1944 edition of Westinghouse canning bulletin	Davis, BHNHE	Completed
New treatment for jar rings (food and home notes)	Davis, BHNHE	In preparation
Adjusting jar lids (food and home notes)	Davis, BHNHE	In preparation
Article for <u>Marketing Activities</u> (March issue) "Can if you Can."	Lumpkin & Tubbs Of Atlanta office OD	Completed
Article for <u>Consumers Guide</u> (April issue) "Plan Now for Community Canning."	Fairfield, OD	Completed

MARKETING ABUNDANT FOODS CAMPAIGN

PRESS

An extra egg for richness...flavor (food and home notes)	Pundt, BHNHE	Completed
Eggs for breakfast (food and home notes)	Pundt, BHNHE	Completed
Mimeographed sheet on supplies and movement of old-crop potatoes (for administrative use)	Nicholson, OD	Out

RADIO

Consumer Time

April 8 - Eggs for Easter	Dickey, OD	Completed
April 15- Variety Meats (remote from Chicago)	Dickey, OD	Completed

Farm and Home Hour (Blue) Potatoes

Van Deman, BHNHE	March 21
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Radio Scripts

Count your Potatoes (Federal Food Reporter)	Rodgers, OD	Completed
How to Hit High C (potatoes) -- Vitamins for Victory series	Hoffman, OD	Completed
Item on eggs in <u>Food Trade Letter</u> - March 18 issue	Snell, OD	Out
List of abundant foods for most of country in <u>Food Trade Letter</u> - March 18	Snell, OD	Out

Subject	Assigned	Status
FOOD CONSERVATION CAMPAIGN		
<u>RADIO</u>		
<u>Farm and Home Hour</u> (Blue) Saving Fats	Van Deman, BHNHE	Completed March 17

<u>PRESS</u>		
Associated Negro Press Series	Daniel, OD	Articles 2 and 3 published
Two United Press Articles	Beauchamp, OD	In clearance
Article for <u>Education for Victory</u>	Beauchamp, OD	In clearance
Food Conservation Education in the Elementary School Program	Beauchamp, OD	In Division of Publications
Arrangements for Cartoon for OPA Food Conservation Bulletin for Schools and Colleges	Beauchamp, OD Jung, OD	In clearance at OPA
Article for <u>Consumers Guide</u> on ways children can save food.	Beauchamp, OD	In clearance

INDUSTRIAL FEEDING CAMPAIGN

Preliminary draft of Industrial Feeding operations manual	Ind. Feeding Staff, OD	In clearance with regional offices
Article on plans of Brazilian Minister of Labor for industrial feeding program in Brazil.	Perry, OD Podolsky, OD	In preparation
Material for illustrated article in Food Fair Service WEEI Magazine	Perry, OD	Out
Car Cards	Perry, OD Webber, OD	In preparation
Mine Pit-Head Canteen Pamphlet	Perry, OD Jung, OD	In preparation
Arrangements for series of West Coast radio broadcasts	Molohon, OD Perry, OD	Completed
Review of proofs for OWI Industrial Feeding Media Book	Carr Perry, OD	Completed

Subject	Assigned	Status
SCHOOL LUNCH CAMPAIGN		
Article for national Negro magazine PULSE, "School Lunches, an Aid to the Nation's Health," (April issue)	White, OD	Completed
Article for SCHOOL EXECUTIVE Magazine "Administration of the School Lunch," (March issue)	Morris, OD	Out
Article for special nutrition number of the JOURNAL OF SCHOOL HEALTH (March issue)	Morris, OD	Out
Foreword for March issue of JOURNAL OF SCHOOL HEALTH, "Distribution of Food for Good Nutrition."	Gold, OD	Out
Special story for Associated Negro Press on value of school lunch to community health	White, OD	Out
Story and photos on how North Carolina school overcame obstacles of no lunch room facil- ities, to serve Type A lunches at school desks. This to be released by Afro-American Newspaper to Negro newspaper chain.	White, OD	Out
Radio script on school lunch program for use in Middle West	Dodderidge, OD	In preparation

NUTRITION CAMPAIGN

Address, "The People's Choice" -- Illinois Farm and Home Week, Urbana, Illinois	Harris, OD	Out
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RADIO

<u>Vitamins for Victory Series:</u> Peanut Butter Cookies Please Pass the Peas Clams for the Clan One Touch of Genius (waffles) Don't be Fooled (hidden hunger)	Hoffman, OD	Completed
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FOREST FIRE PREVENTION CAMPAIGN

RADIO

<u>Farm Flashes</u> Fire Prevention Campaign	Bergoffen, FS	In Clearance
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Subject	Assigned	Status
MISCELLANEOUS		
Revision of Fact Sheet (Industrial Feeding)	North, OD Perry, OD	Completed
Revision of Fact Sheet (Marketing Abundant Foods)	Carr, OD	Completed
Article in "CONSUMERS GUIDE" for April "What's Cooking in Your Neighbor's Pot?"	Carter, OD	Completed
Article for "CONSUMERS GUIDE" for April, "Old Goods - New Problems" (consumer buying)	Spence, OD	Completed
Article for CONSUMERS GUIDE for April, "Your Sugar Bowl's a Bomb"	Spalding	Completed
Address, "Food Now and After the War" for Food Forum in Washington, D. C.	Henderson, OD	Out
Article for MARKETING ACTIVITIES (March issue) "Spring and Summer Beef Supplies"	Mangum, OD	Out
Article for MARKETING ACTIVITIES (March issue) "Onions are on the Way"	Price, OD	Out
Article for MARKETING ACTIVITIES on "Spreading the Butter"	Osser, OD	Out
Article for MARKETING ACTIVITIES "Good Neighbor Fish"	Boyle, OD	Out
Collaborated article for CONSUMERS GUIDE (April issue) "Give Youth a Real Job," concerning youth's part in school lunch programs, consumer's problems, etc.	Dodderidge, OD Morris, OD Carter, OD Beauchamp, OD Spence, OD	Completed
Article for MARKETING ACTIVITIES "Farmer Meets Consumer"	Price, OD	Out
Article on consumer problems	Dodderidge, OD	In preparation
Information on consumer problems for report on Connecticut Cost-of-Living Conference	Dodderidge, OD	Out
<u>RADIO</u>		
Federal Food Reporter Home Service Daily, March 24	Briggs, OD	Completed
More Fish for Civilians (Home Service Daily, March 29)	Molohon, OD Lee (WTOP)	Completed

Subject	Assigned	Status
Importance of New England's Canned Fish Industry (Yankee Farm Journal, March 27)	Molohon, OD	Completed
<u>Homemakers' Chats</u> Storage of Home Furnishings	Wharton, OI	In clearance
<u>Network Broadcasts</u> Farm and Home Hour (Blue): Slip Covers for Furniture	Van Deman, BHNHE	Completed March 14
March 27: "Farmers' Income Estimate" Gerhard, Isaac, BAE	Isaac, BAE	In preparation
March 27: "Beware the Clothes Moth" Ruth Van Deman, BHNHE	Overby, OI	In preparation
March 23, Blue (WXYZ-Detroit) "Agricultural Products and Air Transportation," Secretary Wickard	Hall, OI	Prepared
<u>RADIO SCRIPTS</u>		
Carrot Root not Carrot Top (Federal Food Reporter)	Rodgers, OD	Completed
Good Grapefruit (Green Network Release)	Burns, OD	Completed
Cheese (Homemakers' Chat)	Burns, OD	Completed
Farmers Share in Feeding Europe (INS Wire Story)	Burns, OD	Completed
C is for Soldiers and Civilians (Orange Network Release)	Burns, OD	Completed

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